

PRODUCT REPORT

1. Market Research

- a) Identify the target market
- b) Investigate two existing Companies (Competitors) that produce slices. Some starting points may be Muffin Break or Michele's Patisseries. State a slice from each company and outline its appealing and unappealing features.
- c) Develop a survey (10 questions) aimed at the adult market to identify what they want and don't want in a slice. Complete at least 10 surveys (include these in your assignment's appendix) Analyse and summarise all information from surveys and produce recommendations for the most suitable ingredients & desirable sensory characteristics that will feature in your slice.

2. Specification Sheet

- a) Complete a product specification / recipe card for the slice

3. Testing Prototype

- a) Give a description of the Sensory tests used to determine your slice's acceptability. Give a brief account of what changes you made and did not make using the original recipe as a comparison.
- b) State and describe a test used to determine the storage conditions & shelf life of the slice.
- c) State the slice's specification for storage & shelf-life.

4. Line Extensions

- a) Describe two more line extensions that could be developed if the slice is proven to be a success.